



ATLANTIC SMART PORTS
BLUE ACCELERATION NETWORK

Competence needs in the industry

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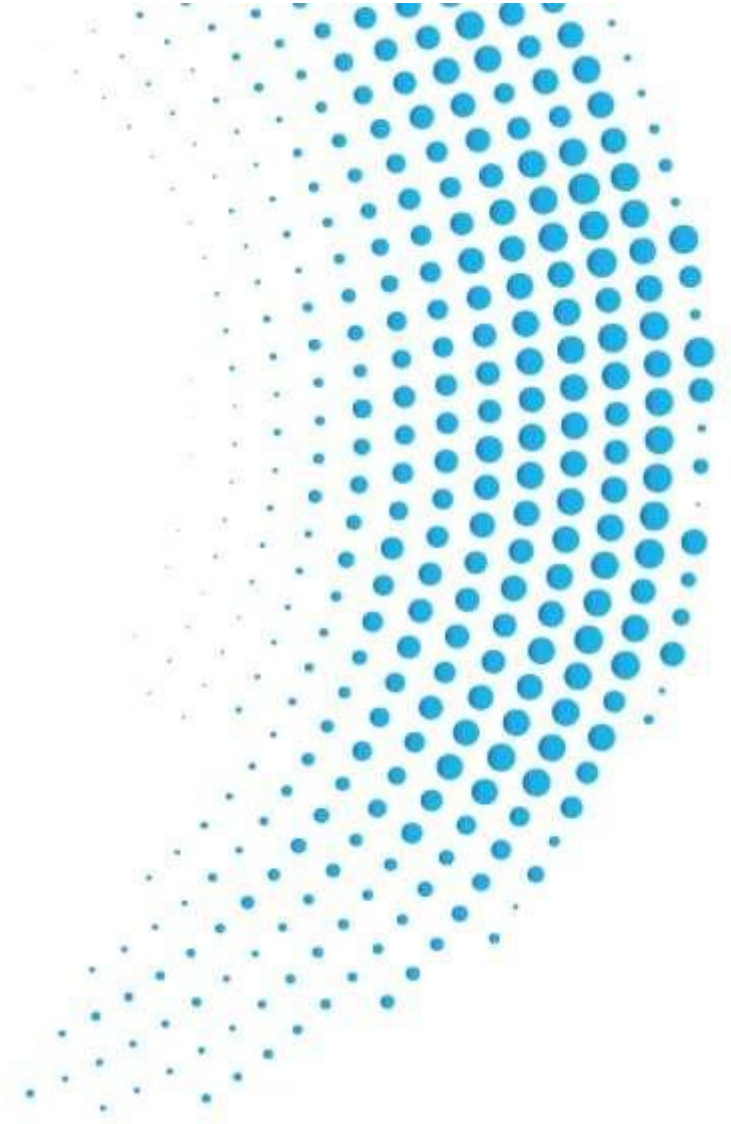


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Version History

Version	Date	Comment	Authors
V.01	31.12.21	First draft	Karianne Kojen Andersen



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EXECUTIVE SUMMARY



In WP5, task 5.1., we have mapped the competence needs in the industry to make sure that the international mentors' and experts' network matches the needs in the industry. Companies will have different needs based on their level of maturity, market position, product portfolio and scalability. In order to create a network of experts and mentors suitable to match the needs of the selected companies a question on expertise needed was added to the application form.

The results from the application form show that the greatest competency needs are withing raising capital and scaling up, followed by a need for competencies withing working with corporates, knowledge of markets and sectors and product and technology development.

The results of the mapping of competence needs will be taken into account in the continuing work with the international mentors' and experts' network.

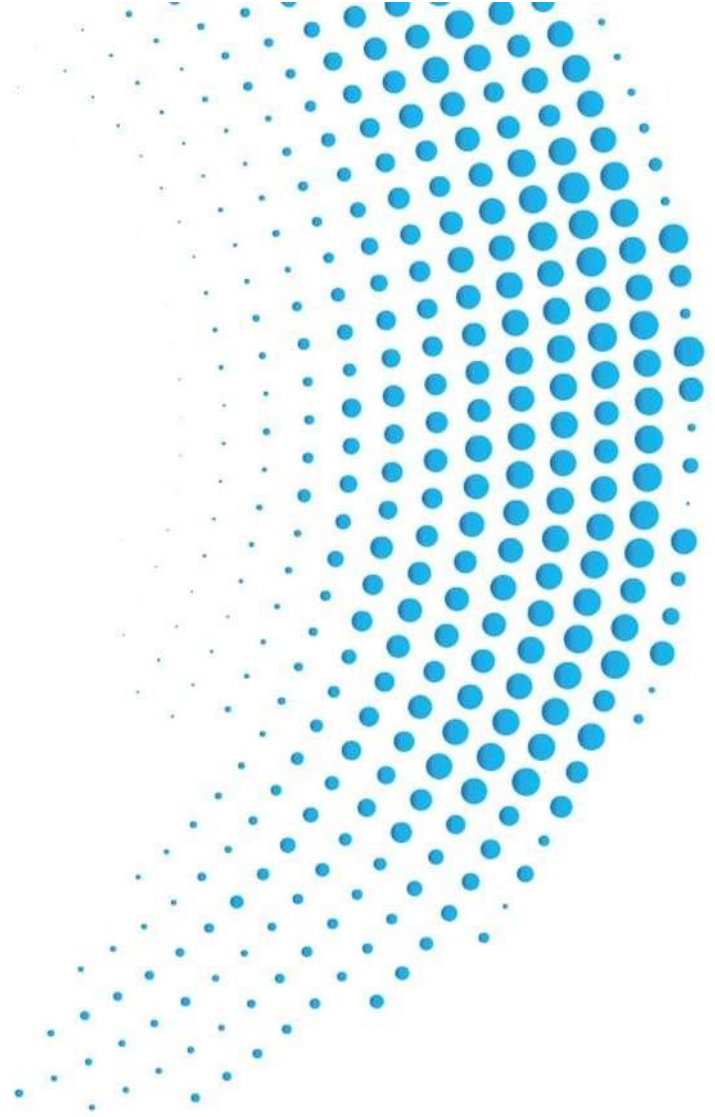


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1. COMPETENCE NEEDS IN THE INDUSTRY

1.1. Background

Startups, scale-ups and SMEs are in dire need of knowledge regarding how to start, run and grow their business as well as knowledge on potential opportunities and threats in the international marketplace. A report made by Menon Economics clearly shows that the use of mentors and experts has a positive impact especially on the economic growth of the companies¹. Additionally, a survey conducted in 2018 by Kabbage, Inc., a global financial services, technology and data platform, shows that 92% of small business owners agree that mentors have a direct impact on the growth and survival of their business.²

In order to increase the quality of the mapping of the competence needs among the applicants, we have chosen to do the mapping of competence needs via the application form for the acceleration services. In this way, we have considered that we have increased the chances of having sufficient responses and ensured that the responses are in line with the needs of the actual beneficiaries of the mentor and acceleration services. This gives us the opportunity to complement the experts' and mentors' network with competencies that are highly sought after among the beneficiaries.

1.2. Competence needs among the selected start-ups

In the application form, the following question was included to identify the areas where the applicants are in need of additional expertise: In which of the following areas is your company facing the main challenges? (Choose one or more options)

- IP/IPR
- Communication and marketing
- Working with corporates
- Scaling up
- Capital and investors
- Product/technology development
- Market/sector
- Legal
- Human resources

The responses from the 80 selected companies to the acceleration services are shown in figure 1 below. The responses show that there is a great need for expertise in raising capital and scaling up, with more than half of the start-ups selected choosing these alternatives. Following this, both working with corporates, product/technology development and market/sector knowledge are sought after. All the responses are shown in table 1.

The needs of the start-ups correspond well with the competencies of the experts in the mentors' and experts' network, and when expanding the network these responses will be taken into account.

¹ <https://www.menon.no/wp-content/uploads/2018-82-Evaluering-av-mentorortjenesten-til-Innovasjon-Norge.pdf>

² <https://www.forbes.com/sites/kateharrison/2018/10/30/new-study-reveals-entrepreneurs-need-more-mentoring/#4408b0217819>

Mentorship

Needs of the startups per category

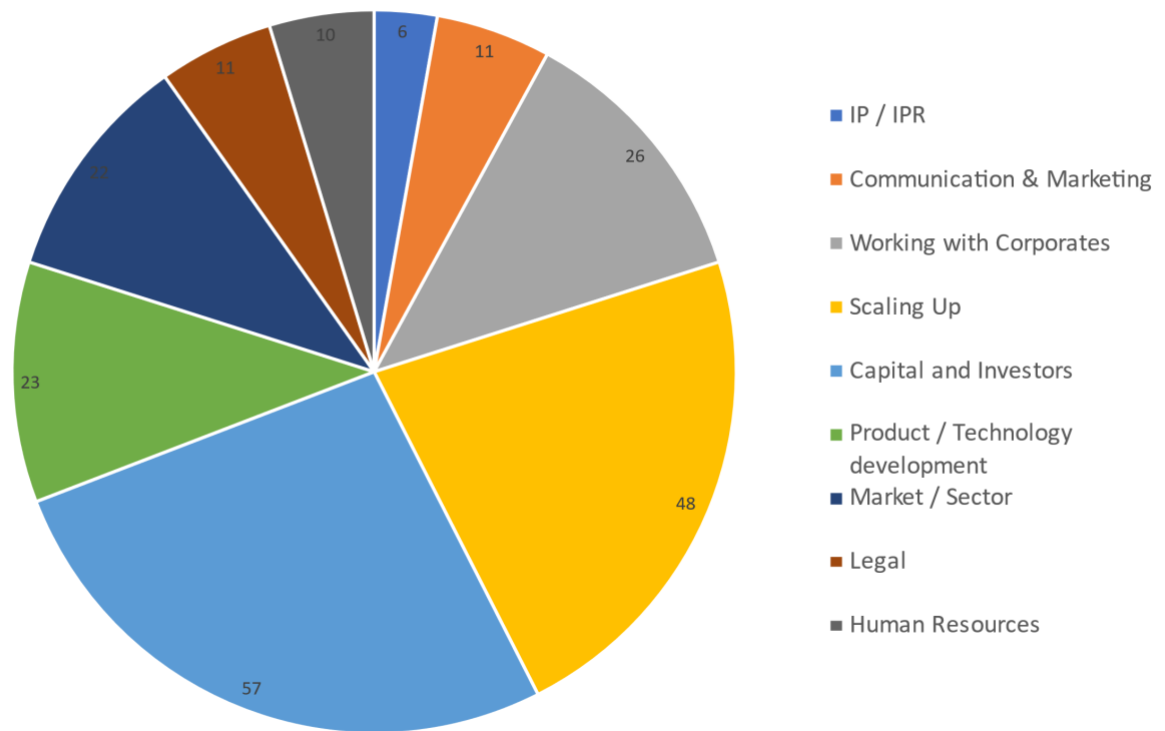
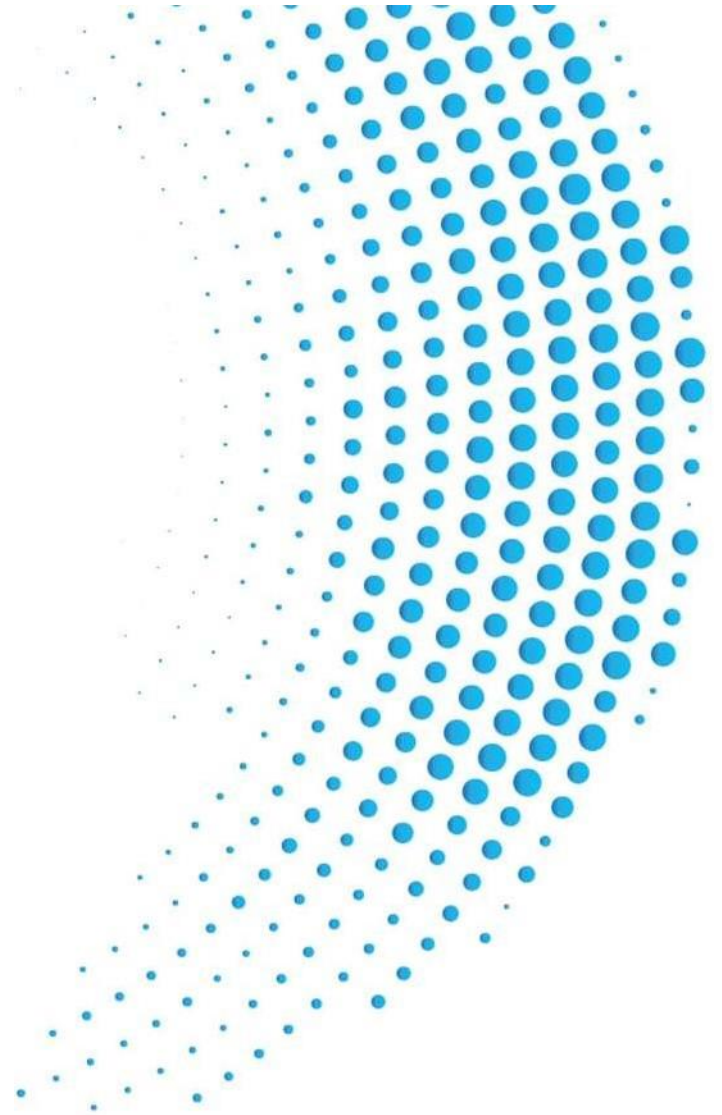


Figure 1: Needs of the start-ups per category

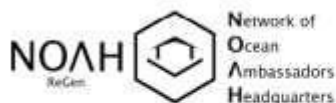
IP / IPR	6
Communication & Marketing	11
Working with Corporates	26
Scaling Up	48
Capital and Investors	57
Product / Technology development	23
Market / Sector	22
Legal	11
Human Resources	10

Table 1: Breakdown of responses per category

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coordinator:



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